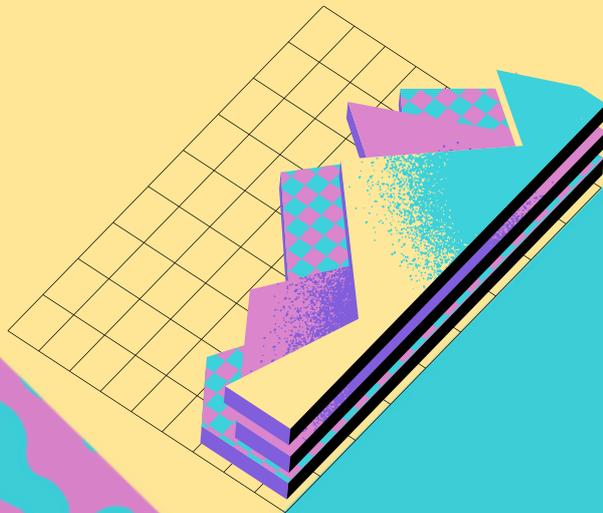


Project
STARTING FROM
THE BOTTOM
PTY (Ltd)

CREATIVE MEDIA

AGENCY PROFILE



COMPANY NAME:

PROJECT STARTING FROM THE BOTTOM (PTY) LTD

OVERVIEW:

PROJECT STARTING FROM THE BOTTOM IS A DIGITAL MEDIA PLATFORM AND COMPANY DEDICATED TO DISCOVERING, PROMOTING, AND SHOWCASING CREATIVE TALENTS. OUR MISSION IS TO PROVIDE A DYNAMIC SPACE FOR EMERGING AND ESTABLISHED CREATIVES TO SHARE THEIR WORK, GAIN VISIBILITY, AND CONNECT WITH A BROADER AUDIENCE.

CONTENT FOCUS:

OUR MAIN CONTENT EMPHASIS REVOLVES AROUND THE WRITING AND PUBLICATION OF ARTICLES THAT DELVE INTO ARTISTS' CREATIVE JOURNEYS AND CAREERS. ADDITIONALLY, WE ENGAGE IN PODCASTING AND PUBLISH INDUSTRY DOCUMENTS THAT SERVE AS VALUABLE TOOLS FOR EMERGING ARTISTS TO ADVANCE THEIR CAREERS. OUR CONTENT SPANS VARIOUS TOPICS SUCH AS ARTS, CULTURE, ENTERTAINMENT, TECHNOLOGY, COMPRISING ARTICLES AND MULTIMEDIA PROJECTS CRAFTED TO CAPTIVATE AND EDUCATE OUR AUDIENCE.

UNIQUE FEATURES:

PROJECT STARTING FROM THE BOTTOM STANDS OUT WITH ITS EXCLUSIVE LINK UPS WITH INDUSTRY CREATIVES, ANALYSIS OF CREATIVE TRENDS, AND ENGAGING MULTIMEDIA CONTENT SUCH AS VIDEOS AND PODCASTS. OUR INTERACTIVE FEATURES, INCLUDING CONTENT SECTIONS AND COMMUNITY FORUMS, FOSTER A VIBRANT AND COLLABORATIVE ENVIRONMENT.

EDITORIAL PERSPECTIVE:

OUR EDITORIAL PERSPECTIVE IS CENTERED ON PUBLISHING ARTICLES ABOUT CREATIVES AND INDUSTRY PUBLICATIONS THAT SERVE AS VALUABLE RESOURCES TO ADVANCE THEIR CAREERS. WE MAINTAIN A BALANCED AND INCLUSIVE EDITORIAL STANCE, OFFERING A WIDE RANGE OF PERSPECTIVES TO REFLECT THE DIVERSITY AND RICHNESS OF THE CREATIVE INDUSTRY.

PARTNERSHIPS AND AFFILIATIONS:

WE WILL BE ECSTATIC TO PARTNER WITH LEADING MEDIA ORGANIZATIONS, CREATIVE AGENCIES, AND INDUSTRY EVENTS. THESE COLLABORATIONS WILL ENHANCE OUR CREDIBILITY AND EXPAND OUR REACH, ALLOWING US TO BRING HIGH-QUALITY CONTENT TO A WIDER AUDIENCE.

CREATIVE ENGAGEMENT SOLUTIONS:

WE ARE NOW OFFERING SOCIAL MEDIA MANAGEMENT SERVICES, ALONGSIDE PR AND MARKETING SOLUTIONS. AS PART OF OUR BUSINESS OFFERING, WE FACILITATE AUDIENCE ENGAGEMENT THROUGH VARIOUS SOCIAL MEDIA PLATFORMS, COMMENT SECTIONS, AND NETWORKING FORUMS. WE EMPOWER OUR COMMUNITY TO NETWORK WITH OTHER CREATIVES, SHOWCASE THEIR OWN PROJECTS, AND CONNECT WITH INDIVIDUALS WHO SHARE SIMILAR CREATIVE INTERESTS.

FUTURE DIRECTION:

LOOKING AHEAD, WE PLAN TO EXPAND OUR CONTENT OFFERINGS, INTRODUCE NEW TECHNOLOGIES, AND ENHANCE OUR USER EXPERIENCE. UPCOMING DEVELOPMENTS INCLUDE THE LAUNCH OF NEW SECTIONS DEDICATED TO EMERGING CREATIVE FIELDS AND THE INTEGRATION OF INNOVATIVE MULTIMEDIA TOOLS

STRUCTURES OF OUR AGENCY

1. CREATIVE AND EDITORIAL FUNCTIONS

- **CREATIVE DEPARTMENT:** GENERATES AND EXECUTES CREATIVE IDEAS, INCLUDING GRAPHIC DESIGN, MULTIMEDIA CONTENT CREATION, AND EDITORIAL DIRECTION.
- **EDITORIAL DEPARTMENT:** MANAGES CONTENT CREATION, EDITING, AND PUBLICATION SCHEDULES FOR ARTICLES, AND OTHER WRITTEN MATERIAL.

2. MARKETING AND OUTREACH - [APPENDIX A](#)

- **SOCIAL MEDIA MANAGEMENT (SERVICE):** PROVIDES PROFESSIONAL SOCIAL MEDIA MANAGEMENT SERVICES TO HELP BRANDS AND CREATIVES GROW THEIR ONLINE PRESENCE, CREATE ENGAGING CONTENT, AND CONNECT WITH THEIR AUDIENCE. [ANNEXURE A](#)
- **PR AND MARKETING (SERVICE):** OFFERS PR AND MARKETING SERVICES, FOCUSING ON MEDIA RELATIONS, PRESS CAMPAIGNS, AND BUILDING STRATEGIC BRAND PARTNERSHIPS. [ANNEXURE B AND C](#)

3. STRATEGIC AND OPERATIONAL MANAGEMENT

- **AGENCY DEVELOPMENT:** FOCUSES ON STRATEGIC GROWTH, SPONSORSHIPS, AND MONETIZATION STRATEGIES.
- **HUMAN RESOURCES:** MANAGES RECRUITMENT AND TEAM DYNAMICS.
- **COMPLIANCE:** ENSURES THAT THE BLOG COMPLIES WITH COPYRIGHT LAWS, PRIVACY REGULATIONS, AND OTHER LEGAL REQUIREMENTS.
- **STARTING FROM THE BOTTOM NETWORK:** MANAGES NETWORKING AND COLLABORATIVE WORK.

4. TECHNICAL AND ANALYTICAL SUPPORT

- **TECHNICAL AND IT SUPPORT:** ENSURES THE SMOOTH FUNCTIONING OF THE WEBSITE, INCLUDING MAINTENANCE, UPDATES, AND TROUBLESHOOTING TECHNICAL ISSUES.
- **ANALYTICS:** WEBSITE TRAFFIC, AND ENGAGEMENT METRICS TO INFORM CONTENT STRATEGY AND DECISIONS.

COMPANY	Project Starting From The Bottom (PTY) Ltd
FOUNDED	7 DECEMBER 2021
FOUNDER AND MANAGEMENT	<p>2021-2023: FOUNDED AS AN EXTENSION OF KQS GRAPHICS</p> <p>2023-PRESENT: KANANELO SEEMAHALE, CREATIVE LEAD</p> <p>2025-PRESENT: KWANELE ZWANE, CREATIVE MANAGER</p>
COPYRIGHT COMPLIANCE	<ul style="list-style-type: none"> • SFTB EDITORIAL - EDITORIAL DEPARTMENT • COMPLIANCE DEPARTMENT
SARS Tax No.	9443890224
ENT Reg.	2025/198204/07
LOCATIONS	<p>BLOEMFONTEIN TECHNICAL & ANALYTICAL SUPPORT</p> <p>JOHANNESBURG STRATEGIC & OPERATIONAL MANAGEMENT SFTB NETWORK ©</p> <p>PRETORIA CREATIVE & EDITORIAL FUNCTIONS MARKETING & OUTREACH</p>
CONTACT INFORMATION	<p>CONTENT TEAM: PROJECTSFTB@GMAIL.COM</p> <p>MANAGEMENT: KQSHOME@OUTLOOK.COM OE.SFTB@YAHOO.COM</p>
SOCIAL MEDIA	<p>FACEBOOK: PROJECT SFTB INSTAGRAM: @PROJECTSFTB X: @PROJECTSFTB LINKEDIN: PROJECT SFTB WORDPRESS: projectsftb.art.blog/</p>

APPENDIX A

ANNEXURE A: SOCIAL MEDIA MANAGEMENT PACKAGES

THESE PACKAGES ARE DESIGNED TO ENHANCE BRAND VISIBILITY, ENGAGE AUDIENCES, AND DRIVE CONVERSIONS ACROSS VARIOUS SOCIAL MEDIA PLATFORMS.

STARTER PACKAGE

IDEAL FOR SMALL BUSINESSES OR STARTUPS AIMING TO ESTABLISH THEIR ONLINE PRESENCE.

- **PLATFORMS:** FACEBOOK AND INSTAGRAM
- **CONTENT CREATION:** 8 CUSTOM-DESIGNED POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** RESPOND TO COMMENTS AND MESSAGES
- **AD CAMPAIGNS:** R500 AD SPEND FOR BOTH CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** MONTHLY PERFORMANCE REPORT
- **PRICE:** **R2,500 PER MONTH**

GROWTH PACKAGE

SUITED FOR GROWING BUSINESSES SEEKING TO EXPAND THEIR REACH.

- **PLATFORMS:** FACEBOOK, INSTAGRAM, AND LINKEDIN
- **CONTENT CREATION:** 12 CUSTOM-DESIGNED POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** ACTIVE ENGAGEMENT WITH FOLLOWERS
- **AD CAMPAIGNS:** R1,500 AD SPEND FOR ALL CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** BI-WEEKLY PERFORMANCE REPORTS
- **PRICE:** **R4,500 PER MONTH**

PREMIUM PACKAGE

DESIGNED FOR ESTABLISHED BUSINESSES REQUIRING A COMPREHENSIVE SOCIAL MEDIA STRATEGY.

- **PLATFORMS:** FACEBOOK, INSTAGRAM, LINKEDIN, AND PINTEREST
- **CONTENT CREATION:** 18 HIGH-QUALITY POSTS PER MONTH
- **COMMUNITY MANAGEMENT:** COMPREHENSIVE ENGAGEMENT STRATEGY
- **AD CAMPAIGNS:** R3,000 AD SPEND FOR ALL CHANNELS COMBINED
- **ANALYTICS AND REPORTING:** WEEKLY PERFORMANCE REPORTS
- **CONSULTATION:** MONTHLY STRATEGY CONSULTATION
- **PRICE:** **R6,000 PER MONTH**

ANNEXURE B:

PUBLIC RELATIONS (PR) SERVICES

EFFECTIVE **PR STRATEGIES** ARE CRUCIAL FOR BUILDING AND MAINTAINING A POSITIVE PUBLIC IMAGE.

- **PRESS RELEASE DISTRIBUTION:** CRAFTING AND DISTRIBUTING PRESS RELEASES TO RELEVANT MEDIA OUTLETS.
 - **PRICE: R1,500 PER RELEASE**
- **MEDIA RELATIONS:** ESTABLISHING AND NURTURING RELATIONSHIPS WITH JOURNALISTS AND MEDIA PROFESSIONALS.
 - **PRICE: R3,000 PER MONTH**

ANNEXURE C:

MARKETING SERVICES

TAILORED **MARKETING STRATEGIES** TO PROMOTE PRODUCTS OR SERVICES EFFECTIVELY.

- **DIGITAL MARKETING CAMPAIGNS:** PLANNING AND EXECUTING ONLINE MARKETING CAMPAIGNS ACROSS VARIOUS CHANNELS.
 - **PRICE: R10,000 PER CAMPAIGN**
- **SEO SERVICES:** OPTIMIZING WEBSITE CONTENT TO IMPROVE SEARCH ENGINE RANKINGS.
 - **PRICE: R4,000 PER MONTH**
- **EMAIL MARKETING:** DESIGNING AND SENDING PROMOTIONAL EMAILS TO TARGETED AUDIENCES.
 - **PRICE: R2,000 PER CAMPAIGN**

ADDITIONAL NOTES

- **CUSTOMIZATION:** PACKAGES CAN BE TAILORED TO MEET SPECIFIC CLIENT NEEDS.
- **AD SPEND:** AD BUDGETS ARE SEPARATE AND MANAGED DIRECTLY BY THE CLIENT OR THROUGH THE AGENCY, DEPENDING ON THE AGREEMENT.
- **CONTRACTS:** FLEXIBLE CONTRACT TERMS ARE AVAILABLE, WITH OPTIONS FOR MONTHLY OR ANNUAL AGREEMENTS.

Project SFTB ECOSYSTEM

CREATIVE AND EDITORIAL FUNCTIONS	MARKETING AND UTREACH	STRATEGIC AND OPERATIONAL MANAGEMENT	TECHNICAL AND ANALYTICAL SUPPORT
 Creative DEPARTMENT GENERATES AND EXECUTES CREATIVE IDEAS, INCLUDING GRAPHICS DESIGN, MULTIMEDIA CONTENT CREATION, AND EDITORIAL DIRECTION	 Social Media Management DEPARTMENT PROVIDES PROFESSIONAL SOCIAL MEDIA MANAGEMENT SERVICES TO HELP BRANDS AND CREATIVES GROW THEIR ONLINE PRESENCE, CREATE ENGAGING CONTENT, AND CONNECT WITH THEIR AUDIENCE.	 Agency Development DEPARTMENT FOCUSES ON STRATEGIC GROWTH, SPONSORSHIPS, AND MONETISATION STRATEGIES	 Analytics DEPARTMENT WEBSITE TRAFFIC AND ENGAGEMENT METRICS TO INFORM CONTENT STRATEGY AND DECISIONS
 Editorial DEPARTMENT MANAGES CONTENT CREATION, EDITING, AND PUBLICATION SCHEDULES FOR ARTICLES, AND OTHER WRITTEN MATERIAL	 PR and Marketing DEPARTMENT OFFERS PR AND MARKETING SERVICES, FOCUSING ON MEDIA RELATIONS, PRESS CAMPAIGNS, AND BUILDING STRATEGIC BRAND PARTNERSHIPS	 Human Resources DEPARTMENT MANAGES RECRUITMENT AND TEAM DYNAMICS	 Technical and IT Support DEPARTMENT ENSURES THE SMOOTH FUNCTIONING OF THE WEBSITE, INCLUDING MAINTENANCE, UPDATES, AND TROUBLESHOOTING TECHNICAL ISSUES
		 Compliance and Law DEPARTMENT ENSURES THAT THE BLOG COMPLIES WITH COPYRIGHT LAWS, PRIVACY REGULATIONS, AND OTHER LEGAL REQUIREMENTS	

ARTICLES

Focuses on publishing articles about creatives and industry publications to advance artists' careers.

DEPARTMENT:  **Editorial DEPARTMENT**



Provides political and news commentary on X (formerly Twitter).

DEPARTMENT:  **Social Media Management DEPARTMENT**  **PR and Marketing DEPARTMENT**

SFTB EDITORIAL

Manages and validates copyrights, producing industry publications and whitepapers on industry insights and dynamics.

DEPARTMENT:  **Editorial DEPARTMENT**  **Compliance and Law DEPARTMENT**

SFTB'S THE FINEST

A collaborative initiative celebrating and promoting women's creative and industry achievements.

DEPARTMENT:  **Creative DEPARTMENT**  **PR and Marketing DEPARTMENT**

SFTB AFRICA

SFTB Africa is a multimedia newsletter under Project SFTB, dedicated to insightful storytelling and cultural commentary.

DEPARTMENT:  **Editorial DEPARTMENT**

MMXIV'24

MUSIC • COMMENTARY

A podcast focusing on music discussions and industry trends.

DEPARTMENT:  **Creative DEPARTMENT**

JUVENILITY

YOUTH MAGAZINE

Features young and vibrant creatives and artists, including cover stories.

DEPARTMENT:  **Creative DEPARTMENT**

SFTB EDITORIAL

WHITEPAPER SERIES

Produces in-depth whitepapers on industry insights and trends to inform and guide emerging artists and industry professionals.

DEPARTMENT:  **Editorial DEPARTMENT**